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Case Study

Wipro – Demand Generation Marketing Operations Engagement

The Challenge:

With a large marketing budget aimed at developing SQLs, Wipro was dealing with 2 dilemmas: average time from paid campaign submission to launch was 9-14 days and any native lead form ad such as LinkedIn, needed to have the leads manually imported into Salesfroce and Marketo.

1. Marketers were submitting requests for paid social media campaign builds, Which included only the bare minimal information which resulted in project Management by email.

This resulted in a 5-person team needing to coordinate between themselves and the requesting marketer to devise ad copy, ad creative and landing pages which took an approximate 9-14 days to complete the build and go live.

2. Native LinkedIn lead form leads were being created solely in the Linkedin Environment and needed to be manually imported into Salesforce and Marketo.

The Goal:

1. Create a more streamlined system to reduce required staffing for paid Social campaigns from 4 to 1 person
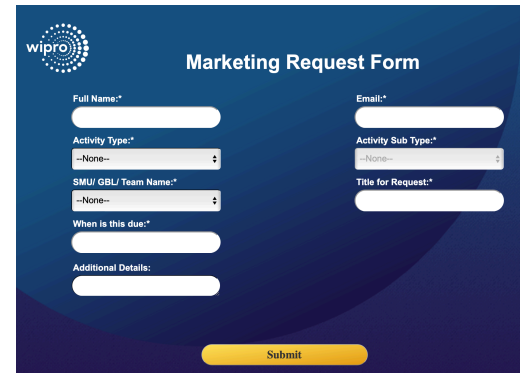
2. Require more important information shared by the requesting marketers as experts in their field, to eliminate the need for back-and-forth project management by email by ensuring the most pertinent marketing information is included in the initial request.

3. Create a standard template with required fields for all marketing requests
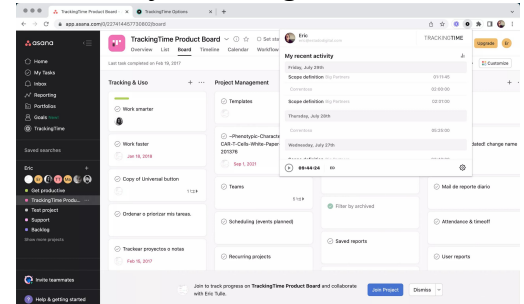
4. Streamline the process further by replacing the manual transfer of information from a Salesforce-based MRF to Asana by a single option such as Abode Workfront.

5. Sync LinkedIn with Marketo and Salesforce for native LinkedIn Lead Form Ad Leads.
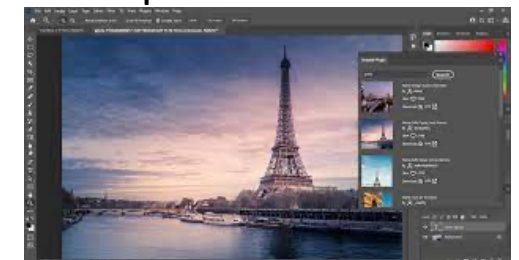
Salesforce MRF

Asana Project Management

Photoshop for Creative

The Solution:

In order to achieve the primary goal of a more efficient marketing operations system and reducing production turnaround time the following steps were initiated.

Reduction of production time from 9-14 days to 1 day:

- **Action:** Salesforce MRF was paired with a required template to be filled out by marketing requesters with required fields.

- **Solution**: The required template ensured 100% accurate targeting requests, as well as ad copy starting information to ensure first-draft creative was nearly 99% completed creative

- **Result**: Streamlined submission process resulted in all creative requirements included in the initial submission, increasing turnaround time from up to 14 days to 1 day.
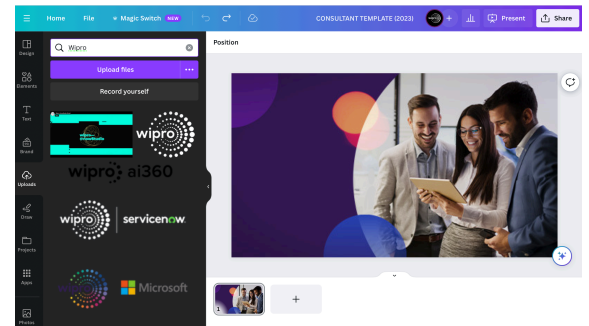
Adobe Workfront

Reduction of required paid social staff from 4 to 1 employee:

- **Action:** Introduction of the paid social template eliminated the need for a dedicated copy writer, dedicated graphic designer, dedicated ad scheduler and dedicated campaign builder.

- **Solutions**:
  - o 1. As the required paid social template shifted the exploratory timeframe as 99% of what was required for creative to complete a campaign build, **no dedicated copy writer was required** going forward.

  - o 2. In shifting from **Photoshop to Canva** templates, no dedicated graphic designer was needed any more

  - o 3. With the streamlined template along with a refined system of communication, **a single person could receive the campaign build request, build the campaign, design the ad image in Canva**, and send a single email to the requester with the ad preview links for approval.

- **Result**: Turnaround time from up to 14 days to 1 day and 3 employees moved off of Paid Social to other company teams

Canva

Migration from Salesforce MRF & Asana to Adobe Workfront:

- **Action:** Migrate to a single-input system to reduce the need to manually transfer data sets from the Salesforce MRF to Asana to be used to build paid social campaigns

- **Solutions**: Existing paid social template was converted into an Adobe Workfront request form with all the same required and optional fields.

Entire project management process was moved to Workfront, so that marketing request would be initiated, project status moved along with approval notifications to requester directly through the single utility.

- **Result:** With the elimination of Salesforce, Asana and email communication for all paid social projects, replaced with a single source in Workfront, efficiency increased as all parties needed only to review a single platform for status updates.

Custom LinkedIn Sync with Marketo and Salesforce:

- **Action:** Sync LinkedIn native lead form ad leads directly into Marketo and Salesforce to eliminate the need for manual upload of LinkedIn lead csv files into Marketo

- **Solution:** LinkedIn lead forms adopted with required opt-in and hidden UTM fields and synced with Marketo and Salesforce

- **Result:** With new LinkedIn leads immediately synced with Marketo and Salesforce, lead recipients received immediate confirmation emails to capitalize on a more timely prospecting campaign.

LinkedIn Lead Form Ad

Wipro
7,889,202 followers
Promoted
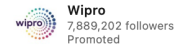
Wipro's State of Cybersecurity Report (SOCR) 2023 found that a majority of businesses are investing in automation to help streamline costs and scale defenses, and implementing Zero Trust networks for authentication in highly networked environments. To learn more about these and other security investment priorities, and for insights about the increased use of generative AI to improve detection processes, download the full report here:
https://lnkd.in/gi27puZR

State of Cybersecurity Report 2023
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